



Girl Scouts of Western Ohio
 4930 Cornell Road, Cincinnati, OH 45242-1804
 513-489-1025 or 1-800-537-6241 Fax: 513-489-1417
www.girlscoutsofwesternohio.org

Annual Board Agenda Planning – 2008 Master Guide

This provides a recommendation from the Board Development Committee and Board Chair as follow up to the Board discussion about our 2008 Learning Plan.

The Priority Topic determined from the 1/12/08 Meeting is:

Changing Girl Scout's reputation/image/perception in Western Ohio

Nature of Issue:

- A) Link to Ends policy
- B) Reputation with older girls
- C) Community understanding (of Girl Scouts of Western Ohio)
- D) Fundraising Implications

1. What do we want to learn from Internal Environment? (Ongoing training within Board Meetings)

Objective	Recommended learning Process	Timing
1. What programs does Girl Scouts of Western Ohio currently offer? How do they link to Ends? What can we communicate about them	-Include a "learning module" in Board Agenda focused on different program(s)	Ongoing through 2008
2. Learn Success stories so Board members can communicate them to owners and funders	-Proactively listen and record "success stories" during our interactions with Owners -Consider inclusions of "success stories" as part of board meetings (i.e. girls tell stories; staff brings stories)	Ongoing through 2008

2. What do we want to learn from External Environment?

Objective	Recommended learning Process	Timing
1. What do parents of girls in Girl Scouts of Western Ohio think about Girl Scouts? What are current perceptions? What are reactions to Ends? What do we need to do to change perceptions?	1. Series of "learning connect" dialogues between board members and parents -Proactively capture: current perceptions, reactions to Ends, success stories 2. Consider placing quantitative study capturing similar questions as gathered in volunteer and staff survey	One in each geography as part of Board meetings TBD
2. What do community leaders think of Girl Scouts of Western Ohio?	Ideas: -Consider inviting community leaders to board meeting discussion -Consider analysis of past surveys	TBD